

PARKING ADVISORY COMMITTEE MEETING MINUTES

FEB 17, 2015 MEETING

I. Meeting Called to Order at 6:05 PM by Director Substituting for Chair and Vice Chair; City Hall

Parking Services Office;

Present Committee Members:

Robert Santangelo, Marc Levin, Jen Alexander, Marie Kalita Leary, Sandra Russo Driska

Others Present

Geen Thazhampallath-Parking Director,

Approval of Meeting Minutes-none

II. Public Session for Agenda Items

None

III. Chairmen's and Director's Reports –

- a. **Communications:** Director shared 4 main points of commentary and feedback from users and public about the new system 1) signage changes necessary, 2) in ability to get change 3) desire for mobile app to bypass kiosk altogether 4) desire to reinvent or deal with confusion around 1 hour free areas.
- b. **Summary Reports:** none
- c. **Budget Reports:**
 - i. Director shared AUC revenue report dated 2/17/2015. He highlighted comparison of data between Jan and Feb 2014 v. Jan and Feb 2015 to illustrate pre and post gate to kiosk conversion. Jan 2014 \$19,285 v Feb 2015 \$17872 on 8811 transactions with 56% Credit Card in 2015. Feb 2014 \$11182 v Feb 2015 \$8485 through 2/16 (half month) on 4257 transactions with over 60% credit card transactions. Figures illustrate comparable fiscal performance after learning period in new system. Also the other major trend is the fact that there is high credit card/debit card usage. Fees will be increased.
 - ii. There was considerable discussion regarding the lack of progress on the ordinance revision. Council persons on the committee were to meet with the Finance Director.
- d. **Vendor Relations:** Worked with sign vendor to replace and renew signs in Arcade and Melilli. Some signage changes were necessary for Arcade and ones for Melilli are on-going. Worked with ITS to implement new 6 and then a 7th kiosk in the two lots. No major issues with the machines themselves but education and training has been more difficult for some users. Main issue of confusion has been the 1 hour free zones. One major trend is the high usage of extend by phone. Nearly 63% of credit/debit users also entered their cell phone
- e. **Government or Community Relations:** None

IV. Old Business: Director updated on status of Pedestrian & Board St Lots Reconnection Working w/ Legal, Construction Easements and the request by legal to have outside firm do title search. Councilperson Driska questioned why legal did not perform the service themselves.

V. New Business:

- a. Committee reviewed the mobile app comparison grid and **voted 5-0** to support a bid waiver or the appropriate course to bring in Park Mobile.
- b. Cmte discussed rate change for the city lots from .75 to \$1. Director indicated need based on high credit card fees and usage rates. Even at \$1 the rate is low compared to other localities. **Committee voted 4-1 (Alexander)** to endorse rate change to \$1.00
- c. Discussion of Reducing Charged Time in Lots from 8pm back to 6pm. Several cmte members felt we should go to 8pm on the streets and not backwards but said that may not be politically feasible. Cmte member Alexander voiced concerns for restaurant industry if that occurred. **Committee voted 5-0** to scale back time from 8pm to 6pm enforcement in city lots.
- d. Discussion Eliminate 1 hour spaces and provide 30 minutes post purchase grace period to all Parkers. Cmte discussed considerable confusion surrounding the 1 hour free time spaces. Cmte member Alexander illustrated that the concept worked in the City's Broad St lot but here others felt it was causing too much confusion. Cmte decided to wait another month to see more data or receive more feedback on this topic.

VI. Adjournment: 7:41PM;